

ABSTRACT OF THE DISCLOSURE

A business model is provided for the entertainment industry. In this model a
5 service provider delivers a content information to a device of a subscriber. Upon a first
fee, the user is provided with the content information that comprises a commercial
information. The device of the user is configured to enable the user to manually skip the
commercial information when playing out the buffered content information. In this
business model, a second tier of service level is offered. In return to an additional fee, the
10 user is offered to have his device enabled to automatically skip the commercial
information.